

# Cheeky Campers

we deliver a simple, unique and affordable adventure for everyone









challenge – campervan

new vehicles every year

heavy luxury campervans

interchangeable

problem – rental

not transparent, expensive

paper based

not flexible

3. August 2018

Zustand des Wohnwagens bei... Abholung Rückgabe

Fahrzeugpapiere | Schlüssel

	Bemerkung	Abholung	Rückgabe
Fahrzeugschein (Zulassung)	OK		
Wohnwagenschlüssel (1 Stück)	OK		

Aufbau/Chassis

	Bemerkung	Abholung	Rückgabe
Sonnensegel	OK		
Vorzelt inkl. Gestänge, Selle und Heringe	/		

Technische Ausstattung

	Bemerkung
Radio	/
Heizung / Wärmulftverteilung	OK
Steckdosen	OK
Frischwassertank eingebaut	OK
Kupplung AKS Stabilisator	OK
Einstiegshocker	OK
Abwassertank	OK
Gasflasche 11 kg	OK
Verlängerungskabel inid. 1 Adapterkabel	OK
Keile	OK
1 Drehkurbel für Standfüße	OK
Stromkabel dreipolig	OK
Besen, Handfeger, Schaufel	OK

Kilometerpakete  
Extra km: 0.29€

200 kms pro Nacht - €9,90 / Nacht

€132,58 x 11 Nächte

Rabatt -€218,75

Vorbereitungsgebühr ? €49,90

Versicherungs- und Servicegebühr ? €295,93

200 kms pro Nacht (€9,90 / Nacht) €108,90

Kilometer inklusive 2200 kms  
Zusätzlich(e) kms: €0,29 / km

Gesamt €1 694,32

Abholdatum 11.07.2021 Abholzeit 11:00

Rückgabedatum 18.07.2021 Rückgabezeit 14:00

Angebote anzeigen

Während der gewählten Abhol- und Rückgabezeit ist der Standort geschlossen.



vision

simple

unique

affordable







solution - product

“pre-loved” vans

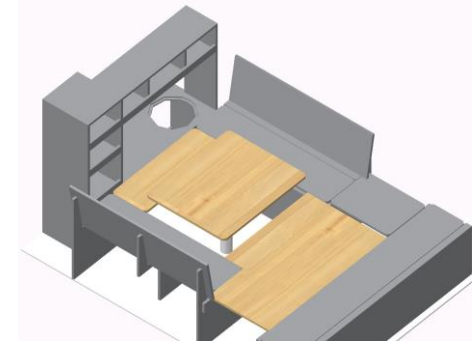
reused & upcycled

simple product design





## interior design



as circular as possible (95%+)

easy to repair

unique/lightweight materials

# interior fitting - two examples





# solution – rental

completely digital & seamless

flexible distribution and handover

increased customer touch points



## our fleet

10 campervans

unique design by local artists

two sizes, large and medium





# platform and distribution



white label rental and fleet software

hybrid distribution (direct & partner)

mostly organic marketing



## next steps - partnerships

new locations bern & zürich (TCS)



student projects (bfh)



external van production partners

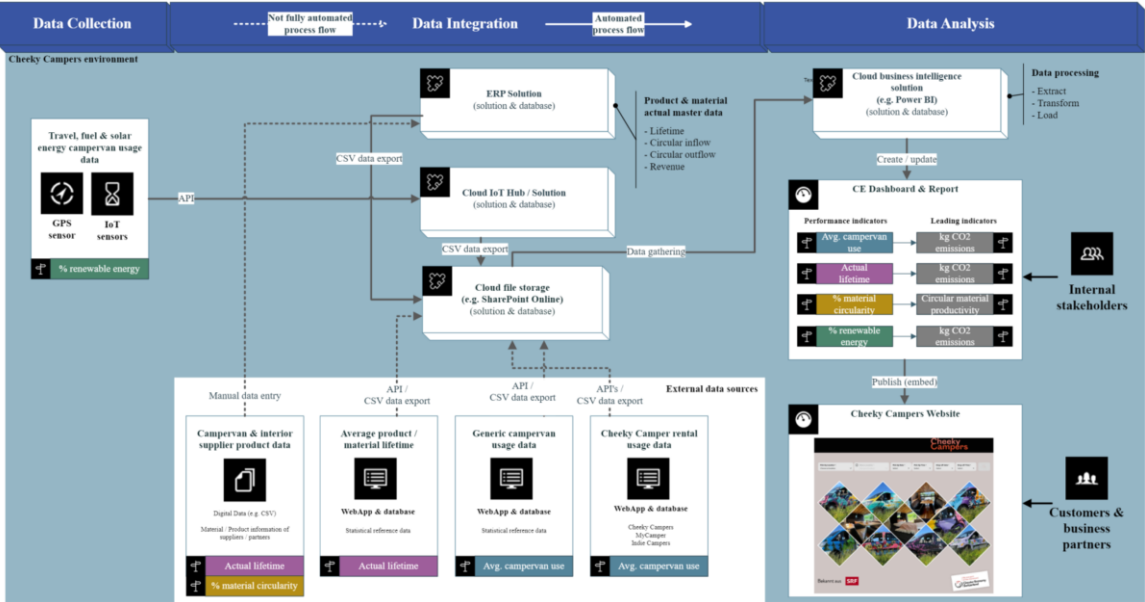
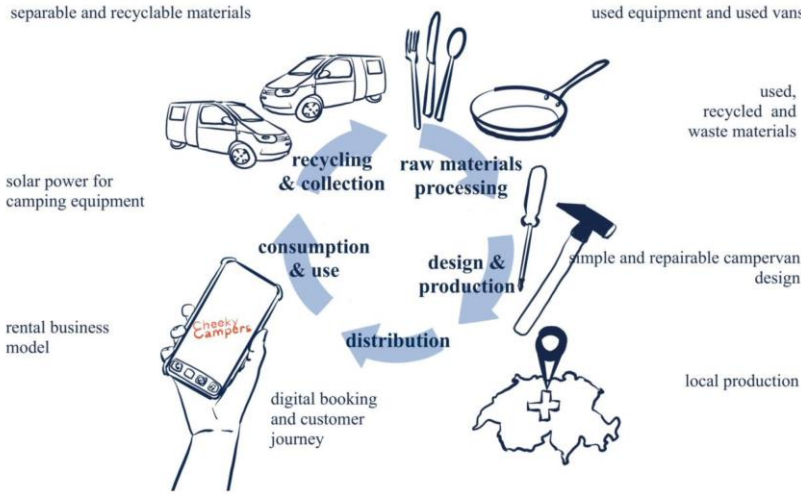


# next steps – lifecycle assessment

set up a LCA

implement reporting digitally

optimise circular concept





## challenges

3<sup>rd</sup> generation product iteration

better understand impact of product

create awareness with minimal budget



# team



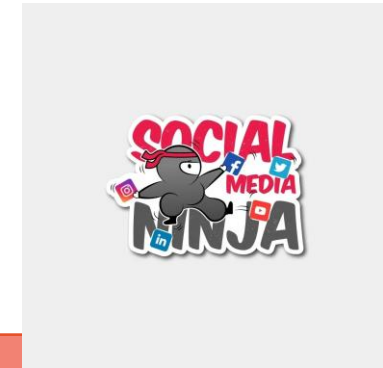
vera häner



david schweizer

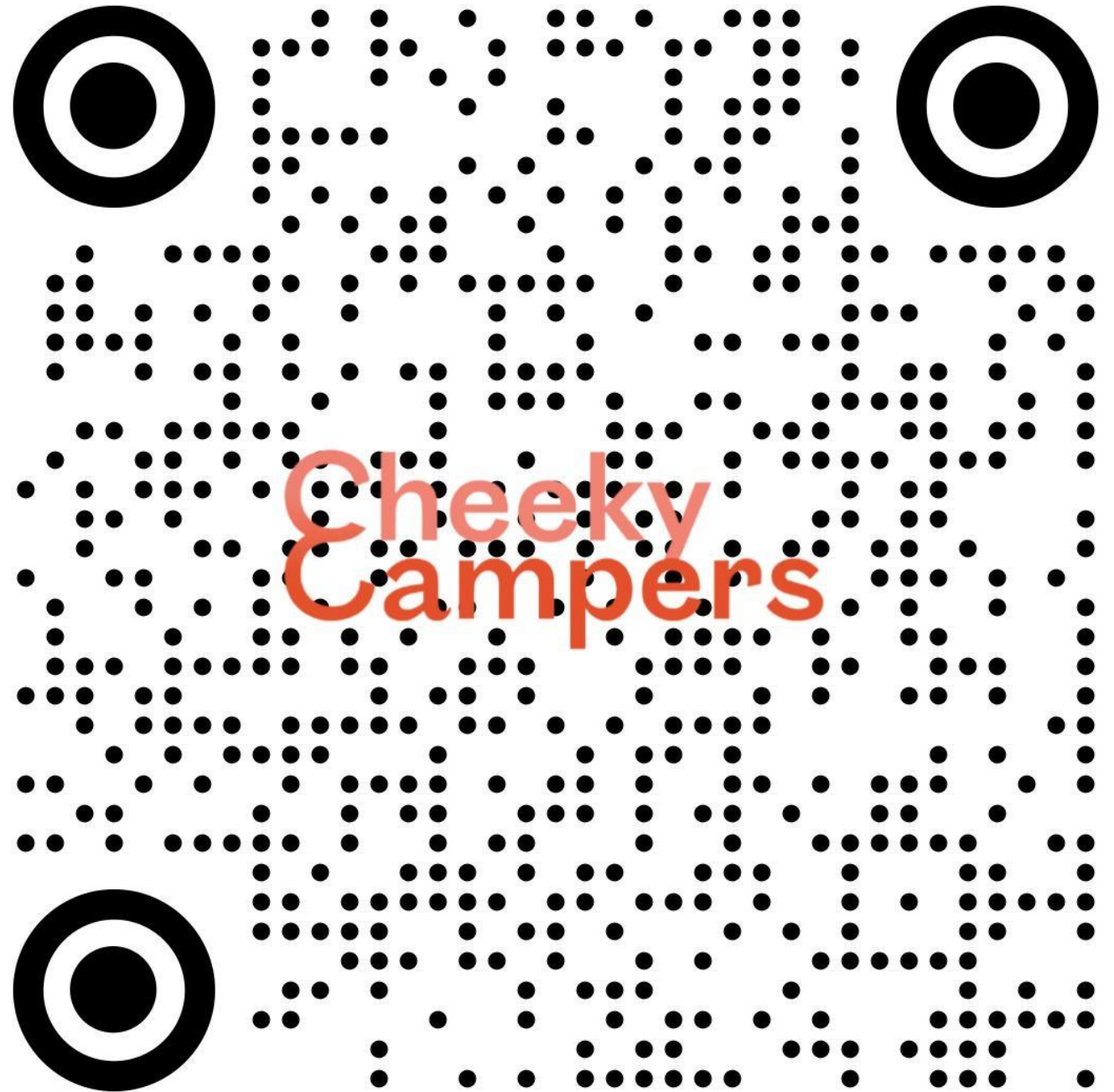


till schaltegger



\*currently hiring







# appendix

...



## diesel van ↔ sustainable?

airplane/hotel 1300kg co2/night\*

pkw/hotel 1.048 kg CO2/night\*

public transport/hotel 742 kg co2/night\*

camper/campground 731 kg co2/night\*



# balance sheet vehicle supply

van = passenger car

biggest leverage interior

design

waste vs. reuse

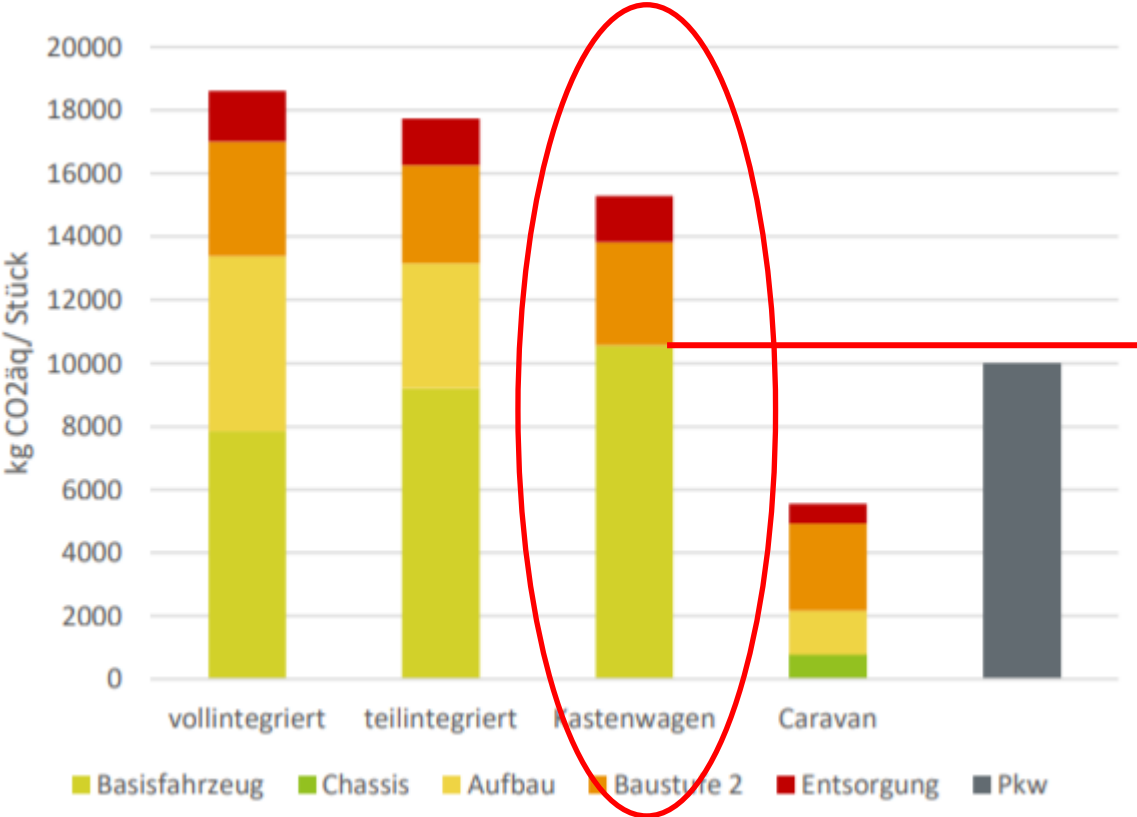


Abb. aus «Klimabilanz von Reisen mit Reisemobilen» Bergk, Biemann, Kämper, Kräck, Knörr, 2020





# next steps – proof of concept

Select Date: 18/07/2022

TODAY DAY WEEK MONTH

Jul 25 – 31, 2022

REG. NO.	MODEL	BRANCH	M 25	T 26	W 27	T 28	F 29	S 30	S 31
BS 13848	KRON BUS	Own							
BS 13846	THE LAZY FC	Own							
BS 13847	NIROADRUN	Own							
BSVW-1	CADDY	Own							
BS 13849	SUN CHASEI	Own							
BS 13856	MOMOBIL	Own							
BS 13853	MADITA	Own							
BS 13851	PURPLE QUI	Own							
BS 13845	LIA BY BUST	Own							
BS 13852	EL BURITTO	Own							

Select Date: 18/07/2022

TODAY DAY WEEK MONTH

Aug 1 – 7, 2022

REG. NO.	MODEL	BRANCH	M 1	T 2	W 3	T 4	F 5	S 6	S 7
BS 13848	KRON BUS	Own							
BS 13846	THE LAZY FC	Own							
BS 13847	NIROADRUN	Own							
BSVW-1	CADDY	Own							
BS 13849	SUN CHASEI	Own							
BS 13856	MOMOBIL	Own							
BS 13853	MADITA	Own							
BS 13851	PURPLE QUI	Own							
BS 13845	LIA BY BUST	Own							
BS 13852	EL BURITTO	Own							

launch and run the rental b. ✓

gather customer feedback

proof of rental concept

# connectivity of the campervans

contactless pickup and return

door opening with smart lock

remote support

IoT tracking





# interior fittings - further development concept

